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Left: the fitted kitchen market is dominated by the Italians and Germans. Manufacturers such as Miele use high quality components and pay meticulous attention to detail, providing storage facilities for practically everything, even French loaves.

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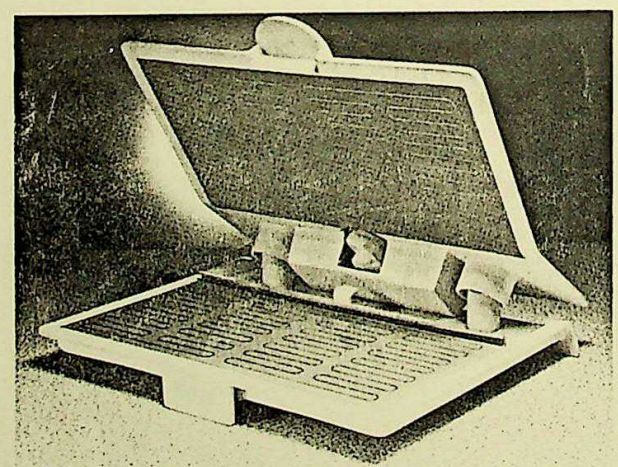
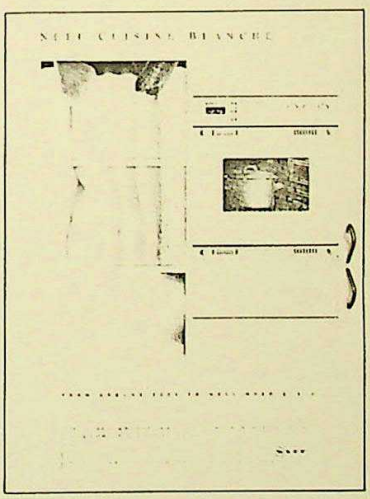


Above: design for a flat toaster by David Fawkes, a student at Leicester Polytechnic. The latest ceramic heating elements have a wipe-clean surface to prevents the build-up of crumbs. The plates can be adjusted to cope with any

Right: advertisement for Neff Cuisine Blanche. This forms part of a very influential advertising campaign which made the specific point that Neff appliances are not cheap but aimed at consumers with a comfortable income and stylistic discernment. Today's consumers are increasingly willing to spend more on well-designed, quality products.



Left: slim-line telescopic cooker hood by Gaggenau – it simply folds away when not in use. An elegant and practical design for which there is currently no British equivalent.

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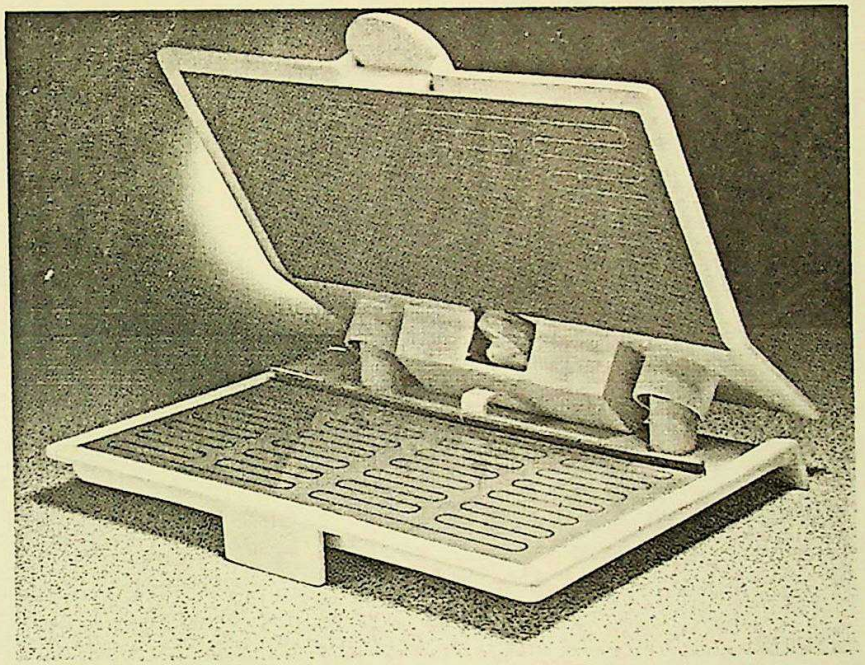
leader. The initiative has been left to the Germans and Italians who dominate the quality end of the market – but design is not the only factor. Equally important in the success story has been the marketing strategies of the European manufacturers working in harness with the kitchen specialists who were the first to offer the concept of a kitchen planning and installation service as part of the total package. The extra cost of such a service is regarded as good value when set against the sheer hassle and time necessary in trying to co-ordinate a host of plumbers, joiners and electricians.

Ironically, British manufacturers could be well placed to take a new and long overdue initiative in re-assessing the idea of the fitted kitchen.
The Europeans currently have a commercially successful package to sell and we do not. Britain has the design and technological skills which are still awaiting creative leadership. But where could new opportunities be found and how does the existing kitchen package fall short for the consumer.

First, it is important to remember that historically the fitted kitchen concept evolved primarily from



Above: *design for a flat toaster by David Fawkes, a student at Leicester Polytechnic. The latest ceramic heating elements have a wipe-clean surface to prevents the build-up of crumbs. The plates can be adjusted to cope with any thickness of bread.*

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OUR STATE-OF-THE-ART MICROCHIP TOASTER JUST BECAME BETTER

D7 4-6-87 COOKWARE Box

See The New Russell Hobbs "Cool To Touch" Microchip Toaster At Booth N4248-N4253

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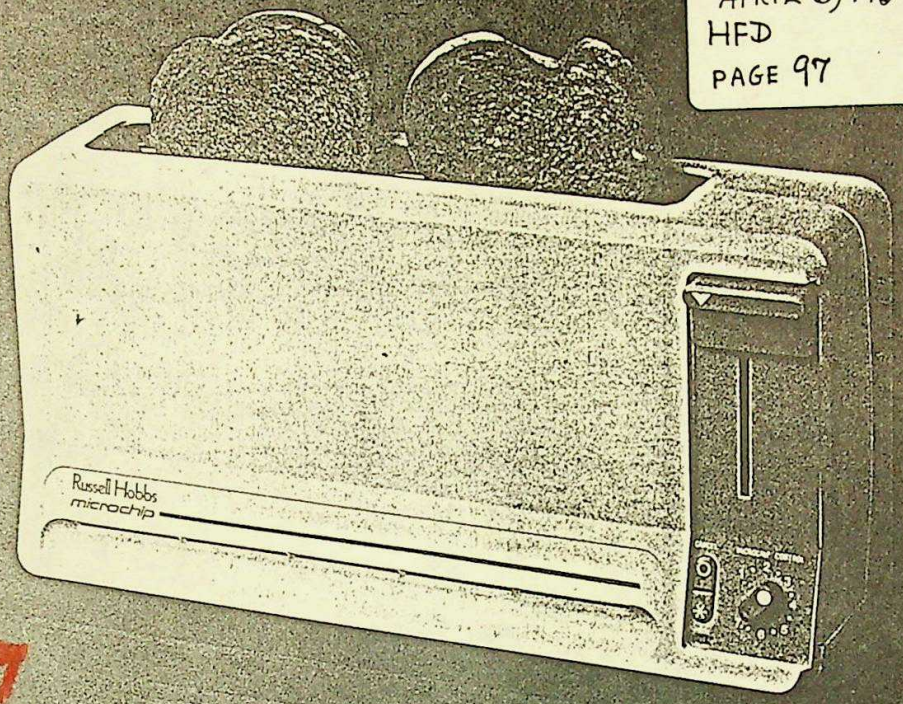


5600

When Russell Hobbs' engineers set out to make the best toaster in the world, the result was a new generation of MICROCHIP TOASTERS designed to set a new standard for product performance, quality and reliability. The heart of the advanced toasting system is the Russell Hobbs Microprocessor which is really a mini-computer. It replaces the old fashioned thermostat to insure uniform browning from 1 to 1000 slices.

How do you make the most technologically advanced toaster even better? By incorporating state-of-the-art microchip technology in a new slim line, Euro-style designed toaster featuring a "COOL TO TOUCH" housing. Unlike traditional toasters, the new Russell Hobbs toaster remains cool to the touch no matter how many pieces of bread are toasted. Protects busy fingers. Never a concern for small children. And the surface wipes clean without special cleansers.

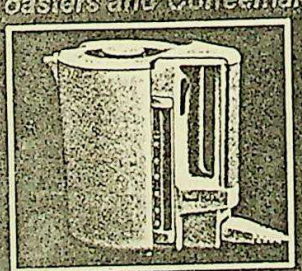
Russell Hobbs' innovative Cool To Touch Microchip Toaster features an extra-wide, extra-long oversized single slot that lets you toast bagels, English muffins, toaster pastries . . . even Texas toast. Self adjusting bread grips automatically locks in and centers every slice from thick to thin.

Convenient controls are up front where you can see them. The MICROCHIP SHADE SELECTOR provides an infinite range of toast shades. An ingenious FROZEN BREAD BUTTON automatically adjusts the toasting cycle to compensate for frozen bread or pastry without changing the microchip shade selector. The CANCEL/AUTO RESET BUTTON pops up toast mid-cycle and resets without affecting the next toasting cycle.

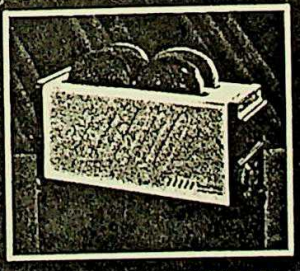
The new COOL TO TOUCH MICROCHIP TOASTER series includes two models. Model 5600 styled in white and gray and model 5604 in beige and oyster.

Coordinated Kettles, Toasters and Coffeemakers Designed for Today's Total Look Kitchen

AUTOMATIC ELECTRIC KETTLE-C550G


AUTOMATIC JUG KETTLE-3845

DELUXE FILTER COFFEEMAKER-3315


4 SLICE MICROCHIP TOASTER-5477

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Warming
Cookery

D7/328

The sensible toaster. Versatile. Reliable. Efficient

Foodservice Equipment Specialists - 1983 Buyer's Guide
p. 78 D7/328

A Hatco Toast-rite conveyor toaster gives you more value for your dollar with versatility, reliability and performance. Toast-rite toasts bread, buns, bagels and English Muffins...up to 10 slices per minute. All at a cost that is considerably less than two 4-slice pop-ups.

Toast-rite features a *power saving* thermostat that adjusts automatically to variations in toast production for maximum energy efficiency. And the heating elements are guaranteed against burn-out and breakage for 2 years.

Whatever your toasting requirements are, compare Toast-rite with the pop-up toasters...for cost, for features, for dependability and you'll choose Hatco.

Contact your local dealer or write for our complete brochure.

635 S. 28th St.
Milwaukee, WI 53215
(414) 671-6350

Hatco CORPORATION

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